GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:480
ANSWERED ON:08.05.2007
NEW CODE TO RESTRICT ADVERTISEMENTS
Singh Shri Sugrib

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to introduce a new code to control the contents of the advertisements to avoid any adverse impact on the children in the country;

(b) if so, the details thereof;

(c) whether the Advertising Standards Council of India has examined the issue;

(d) if so, the details thereof; and

(e) the outcome of such study in this regard?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a) to (e) A statement is laid on the table of the House.

STATEMENT AS REFERRED TO IN REPLY TO PARTS (a) to (e) OF LOK SABHA STARRED QUESTION NO.480 FOR ANSWER ON 8-5-2007

(a) & b) : The Government has constituted a committee for reviewing the Programme and Advertising Codes prescribed under Cable TV Networks(Regulation) Act 1995 and Rules framed thereunder and the guidelines for certification of films prescribed under the Cinematorgraph Act, 1952. As such no separate code to control the contents of the advertisements to avoid any adverse impact on the children in the country has been proposed

(c) & d) : The Advertising Standards Council of India(ASCI) is a member of the committee referred to at a) & b) above.

(e) : The committee's meetings are being held.